

SERVICE OFFERINGS

Process Improvement and Operational Efficiency

- Analyze manual processes to determine if they can be automated to improve operational effectiveness and increase overall efficiencies
- Evaluate all systems and processes that are capturing and storing data including spreadsheets and databases to identify core business functions
- Recommend and implement solutions to provide valuable insight and metrics into operational effectiveness
- Conduct GAP Analysis to define actual performance versus potential performance
- Assess personnel to ensure the company is maximizing value from their strengths and is minimizing or improving upon their weaknesses

Strategic Software and Information Technology Requirements

- Clearly define business requirements before evaluating or purchasing any new software
- Evaluate software products to ensure company's current and future strategies and goals are met
- Assist in partner selection, procurement, product integration planning and configuration planning
- Develop and provide a company-wide communication plan for process and software implementation
- Ensure technology remains cost effective, meets company's objectives and is not at end-of-life
- Formalize management alignment and buy-in on the overall IT strategy
- Implement project management best practices throughout all key technology initiatives

Sales and Marketing Strategy

- Define the correct mix of sales roles comprised of outside sales, customer retention, inside sales, sales support and lead generation
- Assess and create compensation packages based on sales experience to attract and retain top talent
- Ensure sales incentives are realistic and create revenue/margin goals for each sales role
- Develop processes and templates for proposal generation
- Ensure the sales funnel reflects the steps in the sales process including defining, documenting and managing to sales pipeline stages based on objective and measurable evaluation criteria
- Analyze all marketing outlets including print, public relations, content creation, search engine optimization and social media
- Evaluate campaign ROI measurements in marketing automation efforts